

Appl. No. : 09/820,207  
Filed : March 28, 2001

#### REMARKS

By the foregoing amendment, Applicants have canceled Claims 1-44 and have added new Claims 45-85. No new matter has been added.

The new claims are patentably distinct from the mySimon Flyswat reference obtained from archive.org, and from the other references that are of record. With respect to independent Claim 45, for example, the art of record does not disclose or suggest "a service in which (a) when a first user accesses a web page that describes a first product, the first user is provided an option to complete and submit a form that requests at least one specific type of product-related information associated with the first product, and (b) when a second user accesses the web page following submission of the form by the first user, the second user is provided an option to view the product-related information submitted by the first user," within the context of the other claim limitations.

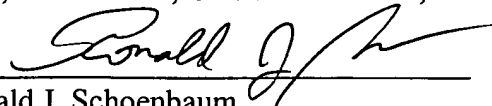
With respect to independent Claim 64, the art of record does not disclose or suggest "while the first user is accessing the web page on the first user computer, presenting to the first user a form that prompts the first user to supply at least one specific type of data associated with the first product," and "subsequently, presenting the data entered by the first user to a second user who is accessing said web page," in combination with the other claim limitations.

Additional patentable distinctions are recited throughout the dependent claims. For instance, Claim 52 recites a form that "requests, and includes fields for user entry and submission of, a recommendation associated with the first product, such that users can post product-related recommendations for viewing by other users." Nothing in the art of record suggests this feature.

If any issues remain following reconsideration of this application, the Examiner is invited to call the undersigned representative at the number listed below.

Respectfully submitted,

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